

COUNCIL CHOOSES CAMPBELL

WILDCATS TO LEAVE TO BATTLE COMMODORES WEDNESDAY

TEAM IS THIRD
FOE OF KENTUCKY
FROM TENNESSEECoach Rupp Selects Ten Men
From Squad to Go
to NashvilleEIGHT OF CONFERENCE
ARE STILL UNDEFEATEDBulldogs of Georgia Lead
Southern Race With
Six Wins

By ED CONBOY

Kentucky's undefeated Wildcats leave tonight for Nashville, Tennessee, where they will encounter the Commodores of Vanderbilt University Wednesday. Vanderbilt has one of the most powerful teams in the Southern Conference. The Commodores have played only two conference foes, losing to Georgia Tech, 44-39, and defeating the Florida Alligators, 44-25.

For the third time within two weeks the Big Blue will play a Tennessee team. Six games have been won by the Kentucky team and the records show six wins for an average of 1.000.

Kentucky has played two teams of the conference and easily won both games. The Wildcats defeated the Clemson Tigers, 33-21, and walloped the Tennessee Vols, 31-23. The local boys have not shown any great offensive strength and their defense has been very ragged. Coach Adolph Rupp has some fine material with which he can produce a polished quintet.

The game tonight is the first game away from home. The Tennesseans have a small gymnasium and for this reason, the first varsity lineup will start the game. Rupp does not intend to take any chances and will place the best defensive five in the game.

Following the Vandy contest, the Wildcats meet Tennessee on Jan. 31 in a return game there. The actual strength of the team will be shown in the encounter with Vanderbilt and should Kentucky win over the Tennessee aggregation, there are possibilities that the team may finish the season undefeated.

The ten men whom Rupp will take to Nashville are Capt. Carey Spicer and McGinnis, forwards; Yates and Sale, centers; Johnson, Trott, Jake Bronston, Kleiser and Worthington, guards.

At the present time there are eight undefeated teams in the conference race. They include the undefeated Georgia quintet with six wins; Alabama, Maryland and Auburn with a clean slate of three victories and the Wildcats with two games won and no defeats charged against them.

Shoving aside all opposition, the Bulldogs of Georgia whipped North Carolina State 26-20 and then defeated (Continued on Page Three)

RANNELLS WILL
LECTURE ON ARTForsberg's Paintings Will Be
Subject of Series of Talks
Wednesday at the Art Center

Prof. Edward W. Rannels, head of the university art department, will lecture on the exhibit of drawings and paintings now in the art department at 4 p. m. and again at 7:30 p. m. Wednesday. The exhibit is of the work of Elmer A. Forsberg, a Chicago artist, and is a special loan to the university.

All of the paintings, except two, were made five years ago in Finland, the home of the artist's people. Each picture required approximately two hours to complete, so that it provides an excellent example of direct and simple technique. The drawings are in the nature of explanations and criticisms for his student in life drawing. According to Professor Rannels, Mr. Forsberg is one of the few artists in America today who believes in thoroughness and exact information for his pictures, and who looks upon art as a subject for hard study, rather than merely as a mode of self-expression, as it is considered by many.

In Professor Rannels' opinion, Mr. Forsberg is one of the really good figure draftsmen in this country, and he is hoping to interest more people in Forsberg's work. It is seldom that any extensive showing of one man's work comes to Lexington, and this exhibit therefore affords an extraordinary opportunity for lovers of art at the university and in the city.

Professor Rannels' talks will be very short and informal. Students and townpeople alike are invited to be present. In the evening the exhibition will be open at 7 o'clock for those who want to come and study the pictures before the lecture.

Dean Returns



Dean Sarah Blanding

Miss Sarah Blanding, dean of women at the university, who has been studying in England during the past five months, returned to Lexington last week, and will resume her work here at the beginning of the second semester.

HOPS ARE TOPIC
OF RESOLUTIONSFraternities Are Asked to
Pass on Recommendations
of Committee on House
Dances

Representatives of the fraternities of the university, and three representatives of the sororities, met yesterday with the dean of men, the dean of women, and President McVey, in the president's office to discuss the problem of fraternity house dances.

A resolution was drawn up and will be presented to the members of the various social groups of the university for their consideration. The resolution states that guest dances will be limited to one a year and that these yearly dances will be alternate; a formal dance to be followed by an informal dance. Intramural dances will be permitted by permission of the dean of men.

In the past it was possible for a fraternity to have three dances in two years. Under the new resolution fraternities will be limited to two dances in two years. Officials of the university suggested that the social organizations could work out a more satisfactory social calendar on this plan.

The resolution will be sent to all the fraternities and sororities for discussion sometime in the near future. If it is favorably received, the committee will present it to the University Senate for final acceptance.

(Continued on Page Three)

Cincinnati Musician
Gives Organ Recital

Sidney C. Durst, doctor of music, and director of the Cincinnati College of Music, gave an organ recital at the university Memorial auditorium Sunday afternoon. A small but appreciative audience enjoyed his program, which was especially interesting for its variety.

The most popular number proved to be "The Squirrel," which he repeated by request. This modernistic selection combines light running stretches suggestive of the movements of the squirrel with minor tones that give it a wild, out-of-door atmosphere. In contrast to this was his "Soeur Monique," a smooth, rather pastoral melody, suggestive of a chant.

As his only encore, Doctor Durst played "My Faith Looks Up to Thee," in a variation that included the use of the chimes.

Hideous Monster Pursues Students
As Radio, Bull, Bridge Are Banned

By GEORGE B. WAITE

Students! Beware of the danger that is pursuing you at this moment in the form of a hideous monster who is so powerful that no one can escape his wrath. Always lurking behind buildings and under the beds of the fair coeds in the hall; always intimidating the men of the campus, who, once they feel his hot breath in their faces, melt as would the proverbial snowball, this invisible enemy has a power that knows no bounds.

He is an unfiring, ever watchful foe—a foe that neither asks nor gives quarter. He is swift, deadly, and very quiet one but once the weight of his steel falls across the back of his opponent that opponent falls never to rise. This perpetrator of many woes, this demon who has wrought ruin to many of our friends

Personnal Bureau
Plans Interviews
With Business MenHenry Beaumont, Secretary
Makes Arrangements
for Spring Program

The personnel bureau of the university, through its executive secretary, Dr. Henry Beaumont, has made arrangements with several national business organizations to have their representatives sent to Lexington this spring for the purpose of interviewing university seniors interested in employment by their particular concerns.

A representative of the W. T. Grant Company of New York, which operates 216 chain stores throughout the United States, will come to the university about February 12, each year this organization employs a large number of university men, furnishing excellent courses in which men may be trained to become managers of stores. Later in the spring the Standard Oil Company of New York, the General Electric Company, and other corporations, which are interested in employing non-technical graduates in addition to their technical staffs, will send representatives to the

Students and alumni who wish to inquire about specific phases of the personnel work or who desire to interview the representatives of the business organizations should talk with Dr. Beaumont in his office, room 301 Neville hall. Dr. J. B. Miner, head of the department of psychology at the university, is director of the bureau.

Although the student personnel movement has made considerable progress in some of the large universities notably Northwestern, Minnesota, Michigan, and Yale, the University of Kentucky is a pioneer in this field in the South. By forming the bureau, the department of psychology has taken a definite step to aid the university in understanding its students and their personal problems in and aiding them after graduation.

Alumni Club Elects
McLaughlin as HeadStudent Loan Fund Formed
by Organization of
Former Students

Miss Margie McLaughlin, instructor in journalism at the university, was selected president of the Lexington Alumni club at the reorganization dinner meeting held last week at the Lafayette hotel. Sixty-six alumni were present. After the election of officers a student loan fund movement for the university was inaugurated. L. K. Frankel, president of the alumni association, was the principal speaker. James Shropshire, secretary of the organization, also made an address.

Birkett Lee Pribble was elected vice president of the club and Miss Helen King was reelected secretary. A committee on the student loan fund was formed, with Mr. Pribble as chairman, including Sam Manley, Prof. Richard Johnson, D. D. Slade, Judge King Swope, and J. Ed Parker, Jr. The program committee will be made up of William Gess, chairman; Miss Annette Kelley, Miss Mildred Morris, and Prof. W. J. Nichols. The membership committee includes Wayland Rodes, chairman; Miss Elizabeth Hulette, R. L. Carter, Miss Helen King, Miss Nancy Stevenson, B. L. Pribble, Maury Crutcher and Neil Plummer.

The club will hold dinner meetings at 6 o'clock the second Monday night in each month. All alumni living in Lexington are invited to attend these meetings.

The most popular number proved to be "The Squirrel," which he repeated by request. This modernistic selection combines light running stretches suggestive of the movements of the squirrel with minor tones that give it a wild, out-of-door atmosphere. In contrast to this was his "Soeur Monique," a smooth, rather pastoral melody, suggestive of a chant.

As his only encore, Doctor Durst played "My Faith Looks Up to Thee," in a variation that included the use of the chimes.

(Continued on Page Four)

U. K. BOOKSTORE
TO BUY AND SELL
USED TEXTBOOKSNew Manager Arranges to
Establish Cooperative
Book SystemMORRIS ANNOUNCES
INAUGURATION PLANRebinding and Rejuvenation
of Texts to Be Employed
by Store

J. E. Morris, newly appointed manager of the University Campus Bookstore, announced yesterday the inauguration of a new system of buying and selling used books belonging to the students of the university during the past years, and which will be used in the future. The system worked out by Mr. Morris plans to offer the student a sale price for used books at one-third of the list price. That is, if the bookstore has sold a book listed at \$6.00 the book will be bought back again from that student for \$2.00. At this time it will be rebound and rejuvenated, and offered for sale at approximately two-thirds of the cost of a new book.

The plan has been used in several schools and has proved profitable to both the bookstore and the student. It will eliminate the necessity of buying books at list price at the beginning of a school year, and of selling them at the end of that school year for a sum ridiculously out of proportion to the purchase price. Again, it will encourage a stability in the textbooks used at list price.

The plan has been used in several schools and has proved profitable to both the bookstore and the student. It will eliminate the necessity of buying books at list price at the beginning of a school year, and of selling them at the end of that school year for a sum ridiculously out of proportion to the purchase price. Again, it will encourage a stability in the textbooks used at list price.

This differs from the method formerly employed by the University Campus Bookstore in that all transactions will be between the student and the bookstore, and not between the student and buyers representing the various publishing companies. Under the old system, the used books were purchased and were taken from the university in lieu of a shipment of new books which were sold to the university and in turn sold to the student at list price.

Mr. Morris also plans to purchase used books from wholesale used book distributors at approximately

(Continued on Page Four)

Registration Is
Scheduled for
February 2-3

A change in the registration and classification dates for the second semester was announced by Ezra L. Gillis late last night in a statement issued to The Kernel. Registration and classification will be held for all classes on Monday and Tuesday, February 2, 3, in the Men's gymnasium, and classes will begin Wednesday, February 4.

According to Mr. Gillis, the changes were made to allow the addition of a Freshman Week program to the regular schedule. Freshmen must report at the university 8:30 o'clock Monday, February 2, at Freshman headquarters, room 111, McVey hall.

The freshman program as released by Dean C. R. Melcher calls for physical examinations early Monday in Neville hall, and for classification tests in psychology, English, and mathematics from 2 until 5 o'clock. Registration and classification of the freshmen will be held Tuesday in the Men's gym at the same time and place as that of upperclassmen.

Dean Boyd of the Arts and Sciences College pointed out the use of a new type of classification card in some of the classes this year. The new card allows space for the indication of the meeting place of classes and permits a more orderly arrangement and addition of credit hours.

The club will hold dinner meetings at 6 o'clock the second Monday night in each month. All alumni living in Lexington are invited to attend these meetings.

(Continued on Page Four)

Get Your Box!

In a statement issued to The Kernel yesterday, Miss Carrie Bean, postmistress of the university post office, requested that all students now having post office boxes should notify her if they desire to retain the same boxes for the second semester.

The statement: "Students who now have boxes at the university post office and who wish to retain the same boxes for the second semester must turn in their names and box numbers at the post office. If this is done immediately it will both insure the reservation of the desired boxes and facilitate the assigning of new ones to incoming students."

He is an unfiring, ever watchful foe—a foe that neither asks nor gives quarter. He is swift, deadly, and very quiet one but once the weight of his steel falls across the back of his opponent that opponent falls never to rise. This perpetrator of many woes, this demon who has wrought ruin to many of our friends

New Wildcat Coach



"Spinner" Campbell, pictured above, a member of Coach Wallace Wade's great Crimson Tide eleven this year, signed the dotted line yesterday and during the term of his contract will assist Coach Harry Gamage with Kentucky's Wildcats. His nickname arises from the fact that he uses to perfection the spin play in football.

Dean Blanding Explores English Slums
And Royalty But Returns to KentuckyGUIGNOL TRYOUTS
ARE WEDNESDAYPreparation for March Pre-
sentation, Macbeth, to Be
Begun with Selection of
Cast

By MARY VIRGINIA HAILEY

South Paddington, London, on election day. Out of the fog comes the voice of a radio loud-speaker. Ten thousand heads (more or less) are craned out of windows, for this is the slum district. Immediately the music stops and a dozen anxious Laborites call, "Have you voted?"

Wherever the answer is in the negative there is a hurried trip up dark stairways, and a hurried descent with numbers of followers who were received from Director Frank Fowler. The cast of Macbeth which includes 21 men and six women will afford ample opportunity for many to display their ability before the "footlights".

This is the first time that the Guignol Players have attempted to present to the theatre-going public of Lexington any of Shakespeare's works and it is with much interest that Macbeth will be received by local audiences. Upon the success of this presentation depends the possibility of the local Thespians attempting other productions of this character, stated the director.

In keeping with the spirit of "starting the new term right" Mr. Fowler will offer for the week of February 9th his third presentation of the present season in the form of "Le Malade Imaginaire". The male lead is to be portrayed by Thomas L. Riley, theatrical editor of the Kernel, insuring the patrons of the local playhouse a finished performance in every sense of the word.

The freshman program as released by Dean C. R. Melcher calls for physical examinations early Monday in Neville hall, and for classification tests in psychology, English, and mathematics from 2 until 5 o'clock. Registration and classification of the freshmen will be held Tuesday in the Men's gym at the same time and place as that of upperclassmen.

Dean Boyd of the Arts and Sciences College pointed out the use of a new type of classification card in some of the classes this year. The new card allows space for the indication of the meeting place of classes and permits a more orderly arrangement and addition of credit hours.

The remainder of the cast follows: Beline, Minna Bloomfield, Angelique, Jean Lowry, Louison, Elizabeth Bond, Loinette, Virginia Boyd; Cleant, John Sims Kelly; Berlade, Prof. Henry Beaumont; Diaforus, John Wyatt Fithian; Thomas, Duke Johnson; Bonefoot, Donald Pratt; Fleurant, Brandon Price; and Purdon, Neal Cain.

(Continued on Page Four)

Glow of Brightness in the Sky
Marks 124th Anniversary of Lee

By LAWRENCE HERRON

Yesterday, amid blustering weather, damp and threatening heavens, and the general bustle of scurrying, exam-tormented souls of a modern university, a bit of warmth in the January air, a glow of brightness in the sky caused passing students to lift their eyes and wonder at their country's colors proudly waving from the mast fronting the Administration building. Yesterday marked no interruption in humdrum university life, but yesterday January 19, our flag was a southerner and remained a southerner throughout that time that the quirks of fate made the Union supreme. Now, bells ring in Kentucky every January 19 as the country's young men and women rise to greet the day, but they do not ring to hail a day of southern leisure and celebration; they ring with lock-step precision to toll away a day of toll—a strip of color alone tells the story.

The Campus Club, winner of the fraternity division, had an attendance record of 98.3% and a membership of 10. Prof. W. D. Nichols was group leader. The winner of the rooming house division had 100% attendance, with seven students enrolled. It was led by Newell Wilder.

This year, 25 discussion groups were organized in various fraternities, dormitories and rooming houses and took part in the Y. M. C. A. program. Meetings were held once a week and were led by faculty members or students chosen by the group. A total of 451 students were enrolled with an average weekly attendance of 362.

The leaders of the fraternity groups were: Alpha Sigma Phi, Dr. Henry Beaumont; Alpha Gamma Rho, S. A. Boles; Alpha Tau Omega, Bart Peak; Delta Tau Delta, J. S. Horine; Lambda Chi Alpha, Dr. Wellington Patrick; Phi Delta

(Continued on Page Three)

"MONK" TO BEGIN
WORK AT U. K. AT
SPRING PRACTICENew Backfield Coach Will
Also Assist With Track
and BasketballALABAMA STAR HAS
EXCELLENT RECORDWallace Wade Highly Rec-
ommends "Spinner"
for Wildcat Mentor

John "Spinner" Campbell, of Duarne, Miss., star halfback of the University of Alabama football team, will coach the Kentucky backfield this fall. Campbell was chosen last night by the athletic council of the university. Numerous men were mentioned for the position, including "Hank" Bruder of Northwestern University, John J. Elder of Notre Dame, "Mike" Farroh of Iowa, and Campbell of Alabama.

It was only at the last minute when the choice apparently was between Bruder and Farroh that "Monk" Campbell asked to be considered for backfield coach. Elder was also asked by Mr. Gamage if he would consider the job.</div

THE KENTUCKY KERNEL

PUBLISHED SEMI-WEEKLY ON TUESDAY AND FRIDAY

Member
National College Press Association
Lexington Board of Commerce
MEMBER K. I. P. A.

Official Newspaper of the Students of the University
of Kentucky, Lexington

Subscription \$2.00 a year. Entered at Lexington, Ky.
Postoffice as second class mail matter

HERE SHALL THE KERNEL PRESS ALL
STUDENT RIGHTS MAINTAIN

WILBUR G. FRYE Editor-in-Chief
FRANCES HOLLIDAY Managing Editor
WILLIAM ARDERY Dramatic Editor
THOMAS L. RILEY

ASSOCIATE EDITORS
Virginia Dougherty Morton Walker Elaine Bonnell

ASSISTANT EDITORS
Virginia Nevius Juliet Galloway
Daniel Goodman Virginia Hatcher
Horace Miner Louise Thompson

JOHN MURPHY News Editor
ASSISTANT NEWS EDITORS
Lawrence Herron William Shafer Sue Dickerson

ELLEN MINIHAN Society Editor
ASSISTANT SOCIETY EDITOR
Eleanor Smith Emily Hardin

Martha Falconer SOCIETY REPORTERS
Poly Reese

VERNON D. ROOKS Sports Editor
Albert McDonald Assistant Sports Editor

SPORTS WRITERS
Edgar Turley Total Rose
Kathryn Williams Joseph Conboy
George Kay Lawrence Grump
Charles Maxson Harry Dent
Brandon Price Elizabeth Eaton
Woodson Knight

SPECIAL WRITERS
P. Davis Rankin Fannie Curie Woodhead
Edythe Reynolds Gertrude Evans

REPORTERS
Eleanor Dawson Harry Varile
Kathryn Aufenkampf Buford Upman
Mary Prince Fowler Turner Head
Beverly Smith Malvina Barnes
Doris Ridder Gilbert Kingsberry
Mary Galloway Griffith William Martin
Mary Virginia Hailey Starr Mendel
Cameron Coffman Jack Keyser
Mary Alice Salvers Harriet Holliday
O. B. Coffman George Waite

BUSINESS STAFF
COLEMAN R. SMITH Business Manager
Lucille Howerton Betty Tipton
W. W. Sacra Grant Campbell

ADVERTISING STAFF
ALBERT J. KIKEL Advertising Manager
H. P. Kirkman Fred Hodges
James Morgan Allie Mason

RALPH KERCHEVAL Circulation Manager

KENTUCKY KERNEL PLATFORM
University Expansion A Campus Beautiful

Dissemination of University News to Kentucky
Strict Observance of Laws and By-Laws
Better Scholarship

STUDENT POLITICS

The majority of students at the University of Kentucky have no political ambition. They are not seeking personal glory and they do not concern themselves about methods used by those who are. The average student, when he troubles to support anyone, supports a candidate for a campus office for one or both of two reasons: personal friendship or desire for reflected importance. How powerful feels the student who can say "I elected him." What student would solicit votes—or would even vote—for a candidate merely because he believes that candidate can most competently fill the office?

Both in the university and in the world outside, politics is rather a disreputable institution. It is a game without rules and can be played only by those who are aware, that one can employ any tactics as long as one operates to one's own advantage. Personal gain is the foundation upon which politics, as it exists today, has been built. Students know the methods employed by their leaders. They are aware of the illegitimate means used by office seekers. They see and sigh, "What of it!"

It often has been observed that many of the most powerful politicians are men who are personally detestable, men who have no appreciation for finer points of conduct, and whose only consideration is to gain personal prominence and wealth; and since the average man does not care enough to think for himself, these men gain distinction and power. The Kernel believes that the student or the citizen who takes no interest in the election of the man who can best represent him has no reason to protest when affairs are mismanaged. If all the persons who blame Hoover for the current depression had voted for Al Smith . . .

At the University of Kentucky an effort has been made to eliminate the evil of amateur vote angling. The Student Board of Publications is a practicable step in this direction. This body elects men to fill major positions on The Kernel and Kentuckian. Formerly it was necessary for a Kernel editor to be not only a good journalist but an extraordinarily good politician

as well. Since he was elected by members of the staff he had to count the votes first and edit his paper second. He endeavored to become editor, not by the excellence of his work but by his personal popularity. Often it was necessary for a candidate to promise higher positions to unworthy members of the reporter staff as election time neared. The Kentuckian editor hitherto has been elected by members of the junior class who seldom regarded the candidate's ability as a major consideration. Under regulation of the board of publication, henceforth, this arrangement will be considerably modified.

At present the former crude but effective practices of election engineers have been almost entirely eliminated. The Board is composed of students and faculty members who have little personal interest in the candidates. All university elections cannot be conducted in this way but the Kernel believes that the domination of extra-curricular activity by a small group is rapidly drawing to a close and that both at the University of Kentucky and in similar institutions ability is being more and more considered.

Many campus offices require slight ability and for that reason it matters little if a stupid but popular candidate, is elected. To change an election for a major office into a popularity contest, however, is quite a different matter.

EXAMINATIONS

With the radical changes that education now is undergoing, it is probable that within a comparatively few years examinations will have become obsolete. The death knell may soon begin to sound, but the future has no influence on the present, so far as students at the university are concerned.

An analysis of examinations reveals them as revelations of the peculiar workings of the minds of learned professors, which so confound the unsuspecting student as to completely floor him in many instances. Nowhere is the feeling of an instructor toward the human race so inadvertently exposed as in an examination.

The practical joker, the cosmopolite, the literary fanatic, the man possessed with good common horse sense and the man who desires to make a last impression, all endeavor to make the most of the opportunity which compiling examination questions gives them. And the result is confusion for the victim.

Happily, the hours of trial are separated at the university by eating or sleeping; happily, the system of three one-hour grillings has been abandoned; happily, there is some island of reason on which the students may spar for time.

The only advantage in examinations is that it promotes summarization of facts gleaned from a course during a semester's study. But this advantage is missed by the professor who confounds his students with trick questions.

Our idea of a perfect examination question is: Write briefly what you have learned during the past semester in this course. In grading, we would suggest that the instructor take into full consideration the manner in which he had conducted the class, the amount of time he had put into it, and the extent to which he had seemed to put over his ideas with his constituency.

The perfect system of grading would be to have the professor grade himself after he had taken his own examination on the aforementioned questions. If he could pass it satisfactorily, then the students might be graded on the manner in which they had answered our one fool-proof question.

We heard one student say a few days ago that he had found the ideal method of studying, both during the semester, and then for exam week. When questioned he summarized it as follows: Get the outline of the course in mind as the semester progresses, and then cram on the details for exam week. A good idea, for details are unimportant.

If you haven't studied during the semester until now, however, our advice is, sleep 12 hours a day during exam week; don't try to cram; remember, if you can use your mind to that extent, the things that you have heard in class. Prepare to smile when you get a bunch of "E's".

Medical students at West Virginia University are studying the gastric secretions of the stomach by means of a small rubber hose and a suction pump. It looks like self-incrimination to us!

A STUDENT UNION BUILDING

President Frank L. McVey, in a recent address in which he outlined the needs of the university for the near future, stressed the fact that students at the present time, are living their college life without one of the requisites of a true university. Doctor McVey had in mind a building in which students might gather between classes and for social events typical of university life. He pointed out that students of the University of Kentucky are handicapped by lack of an edifice in which to hold dances and other get-together meetings of the school year.

A recent issue of the Kernel contained an editorial entitled "House Dances," which set forth the disagreeable features of fraternity dances. The remedy for such an evil would be found in a structure such as President McVey mentioned in his address, and which he termed "a student union building."

Those in whose hands the destiny of the university rests should regard the proposed building as a primary consideration among the many improvements planned for the future. A university, by the very nature of its existence, should be a corporate unit in the educational field. In order to be a unit it is necessary that students have a common interest; in order to have a common interest, there must be some place where they may go during leisure hours and become more intimate with classmates. A union building would serve this purpose. It would enable students to become more congenial, forming a community of men and women worthy in all respects of a great university.

Those in whose hands the destiny of the University of Kentucky Wildcat football team will journey to foreign fields for the playing of four games. At least three of these will be of sufficient importance to merit trips by the university band, notably Maryland, Alabama and Florida.

However, sufficient funds will not be available unless SuKy, the organization relied upon to raise the money for expenses, soon organizes an intensive selling campaign in anticipation of the forthcoming football season. It could be done now as well as later in the year.

The presence of the band always proves an inspiration to the team, and we know of no better advertisement for the school than the stirring strains from the "Best Band in Dixie." So let's begin working now and continue to do so for the trips next season.

PENMANSHIP

The mechanical age aptly describes the era in which we are living. Everything possible is being done by machinery, and many things seemingly impossible. Aside from market crashes and collapsing business structures, the spirit of advancement of achievement engendered by the use of machinery is eminently worth while. However, there are some things we do not care to see vanish from the face of the earth.

The one we have in mind at the present is the passing of good penmanship. It is seldom these days that a person is seen who can write beautifully with a pen, despite the prevalence of fountain pens. Everyone is turning to the typewriter.

In the ground floor of McVey hall there is a typewriter room established by the department of journalism for the use of students in that department. The machines are used not only by the journalists, but by students from every college on the campus. Their tribe is increasing rapidly—so rapidly in fact that the passing of good penmanship is at hand.

And then there was the classified advertisement in a recent issue of The Lexington Herald, which stated that a Lexington business woman desired a young lady for a room mate, also room for gentleman. It is interesting to note that a Sigma Nu called and inquired about sleeping accommodations!

"When the students of the National University of Mexico are displeased with a professor, they can oust him," relates the Ohio State Lantern. If we could do that at Kentucky . . .

Dances at the University of Southern California are known as "digs". We wonder if the appellation is due to the great number of gold diggers at that institution.

Suits Cleaned

2 OR 3 PIECE \$1.00

ONE-DAY SERVICE

Buttons Replaced — Small rips repaired without charge

Suits Pressed

35c

THREE-HOUR SERVICE

Phone 62

Lexington Laundry Co.

139 East Main St.

132 East Short St.

Roamin' the Rialto with Thomas L. Riley

Music is being heard again from the screens of Lexington with "Viennese Nights" and "The Lottery Bride" on exhibition. We do not believe that it is time for musical pictures to come back yet for the folks cannot erase the memory of the many crude attempts that were

foisted upon them in the earlier days of sound.

—TLR—

"One Heavenly Night," which opens at the Kentucky today, presents the English star, Evelyn Laye, to American cinema audiences. She made a hit on the stage last season in the Noel Coward musical comedy "Bitter Sweet," and appears in this United Artists picture opposite John Boles. This production also contains music, and the story was written by Louis Bromfield and Sidney Howard. Comedy relief is provided by Leon Errol of the wobbly legs.

—TLR—

Although Warner Bros. were the first to present the sound dinus, they are not the only ones learning how to use it. After allowing all the other companies to make musicals to beat them at making musicals ("The Rogue Song" and "The Vagabond King" are examples), they come out with "Viennese Nights," which is now playing at the Ben Ali. This production is a splendid indication as to the quality of musical entertainment possible on the

silver sheet. Alexander Gray actually gives a good performance and the music by Sigmund Romberg is charming. If you like good musicals, see "Viennese Nights."

—TLR—

If you are in search of a good novel, "El Goes South," by McKinley Kantor, is recommended by this department which has no business dealing in books.

—TLR—

Edmund Lowe and Leila Hyams are featured in "Part Time Wife," current attraction at the Shrine. This Fox picture tells of a wife who doesn't give her husband as much attention as he thinks he deserves and, at times, is clever. At other times it becomes strained out of proportion. Good acting helps to put a weak story over.

—TLR—

And maybe you didn't know that Edmund Lowe, at nineteen years of age, was a faculty member of Santa Clara University in California. He figured he could make more money by acting on the stage and thence to the screen. Tip for disillusioned profs.

Program Plans of Paderewski Are Released

Ignace Paderewski, famous Polish pianist and statesman, will appear at 8 o'clock Wednesday night at the Woodland auditorium. Mr. Paderewski is on his seventeenth tour of America. The program for Wednesday night follows:

Variations and Fugue on a theme by Haendel, Brahms
Sonata, Opus 27 No. 2 C. Sharp Minor, Beethoven
Minor, Beethoven; Adagio Sostenuto, Allegretto, Presto Agitato
Sonata, B Minor, Opus 58, Chopin Allegro Maestoso, Scherzo Molto Vivace, Largo, Finale Presto non Tanto

Intermission
Nocturne E Flat, Opus 9 No. 2, Chopin
Two Mazurkas, Opus 59, A Flat: Opus 33, D Major
Etude A Minor, Opus 25 No. 11
The Dancing Virgins and Delphi, Debussy
Vells
The Wind in the Plain
Minstrels
Prelude C Sharp Minor, Rachmaninoff
Prelude G Sharp Minor, Opus 32 No. 12
Tristian and Isolde, Prelude
La Campanella, Paganini-Liszt.

Tells How Halitosis Idea Was Originated

Bad Breath Appeal Was Avoided Before Discovery of Medical Term

The story of how Listerine made halitosis famous, and vice versa, was told by Gordon Seagrove, of the Lambert & Feasley advertising agency, speaking before the drug and toilet goods group of the Advertising Club of New York. Seagrove is the author of the Listerine copy.

His recital went back to 1921, when the Lambert Pharmacal Company was spending about \$10,000 a year for advertising and showing profits of \$115,000.

"There are hundreds of stories about how the halitosis idea was developed," he said. "Here's the real one."

"Marion Lambert, who has since died, had considered from time to time the possibility of advertising Listerine as a remedy for bad breath but had given it up for fear of offense to readers."

"Then a special meeting was held in St. Louis to consider new appeals. Milton Feasley and I went down from the agency of Williams & Cunningham, of Chicago, which then had the account."

"There was a lot of discussion at this meeting, and Marion Lambert brought up the subject of bad breath, but it was shelved. Finally we called in an old employee and asked him just what uses there were for Listerine, anyway. He enumerated the common ones, as mouth wash, gargle for sore throat, etc., and then added: 'And for halitosis.'

"Halitosis—what's that?" he asked. He explained it was a medical term for bad breath and had been used in the company's literature for some time.

"We thought we had a fair idea there, but nothing to write home about. But Feasley and I went back to Chicago and wrote some copy on halitosis. We used some 200-line advertisements, without illustrations, in St. Louis newspapers, spending about \$2,500 on the test."

"The results indicated we had a good thing; so Mr. Lambert asked the directors for \$5,000 a month to spend on it, promising to drop the matter if it didn't show increases in net profit. Since then the advertising expenditure has been increased many times, but never has failed to bring back increased profits."

"Many people think the halitosis idea was solely responsible for Listerine's remarkable success. As a matter of fact, however, we are now spending about one-third on halitosis advertisements, and two-thirds on other appeals. From August, 1926, to September, 1927, we didn't use the halitosis theme at all; yet net profits continued to be greater than ever before."

STARTS TODAY!

Kentucky

House of Feminine Power

One Heavenly Night

and see this famous beauty, see if you agree with Ziegfeld! What a picture it is! You will certainly spend two heavenly hours seeing

ONE HEAVENLY NIGHT!

SEE IT AND FIND OUT WHY!

A HEALTH TIP



Consolidated Drug Stores Incorporated

PHOENIX STORE CURRY'S CORNER JOHN'S CORNER
100 E. Main St

Dean Blanding Ends European Journey

(Continued from Page One)
remains of the original building, but the scenery is the same—the Thamns on one side, gardens on the other, and old Battlesea bridge in the distance. Queen Mary furnished one of the rooms in the name of the Princess of York, and Miss Blanding had the good fortune to have this room.

Of the 50 students housed there, ten were Americans, and the remainder were of almost every nationality in the world. At the teas, which were an institution in the day's business, there was developed a mutual understanding of races and an insight into world problems that no amount of study could give. Miss Blanding said.

"And did you see any royalty?" we asked—the eternal American!

"Oh yes," came the reply. "I attended the opening of Parliament, and the King and Queen appeared in full court dress, including the crown jewels, at the time. Their pouches are gorgeous affairs, and it is easy to see that the people, especially the cockneys, still love all this splendid show."

"I had the privilege of meeting a number of people of note, also, through Sir William Rothenstein."

Shoe Rebuilding

We have the three best Shops in town

Chas. A. McAtee
103 S. Limestone

WOODLAND SHOP
507 EAST HIGH ST.
Phone: Ash. 5646

J. D. MORRIS' SHOP
209 EAST MAIN

The Shops with a Reputation

BAYNHAM



FLORSHEIM SHOE SALE

EVERY STYLE
AND EVERY
SIZE NOW AT
A SAVING . . . \$85⁰

BELDEN SHOES

\$3.85 \$4.85 \$6.85

Baynham Shoe Co.

East Main Near Lime

Always Favor The
Dealer Who Sells

Dixie's ICE CREAM

Made from

Pure Fresh Blue Grass Cream

THERE'S A DIXIE DEALER NEAR YOU

Best Copy Available

THE KENTUCKY KERNEL, SEMI-WEEKLY

Tuesday, January 20, 1931

BOOK REVIEWS

"INDIAN NIGHTS"

By Isabel Ecclestone Mackay
To those who would care to sit down to an evening's enjoyable reading, the above volume, recently released for publication, recommends itself. "Indian Nights" contains a series of legends concerning the superstitious life of the West Coast Indians. Perhaps these tales may be better termed the result of creative thought and strict originality of the author's who excellently portrays several episodes that prove to be exceptionally attractive.

Written in a clear, concise manner the book brings to the mind of the average reader certain experiences that please him when in reminiscent mood. The description of the Indian campfire, with its flaming-red sparks blowing up into the darkness of the night, or the quaint words of wisdom, true to the best traditions of Indian folklore, spoken by the Wise One, immediately catch our thoughts as we stop, from time to time, to reflect and ponder. The enjoyment following, from such meditation upon topics that appeal to natural instinct and emotion pervades the general trend of the book.

The author, Canadian born, has had her verse, short stories, sketches and serials appear in English, Canadian and United States magazines, and her literary ability is quite well-known. "Indian Nights," one of the last efforts before her death, may well be added to her long list of literary endeavours. Her skillful handling of so interesting a topic as Indian folklore has achieved its end, namely to portray the quaint wisdom and meditative philosophy underlying the description of these legends.

Finally the bricklayer married a housemother and the medicine man died from drinking his own concoction. Unpledged freshmen promptly got into the new fraternal house and since that time the group has been known as Pi Kappa Alpha fraternity. The lodge boasts many members at the present time and is considered one of the most exclusive organizations on the campus, which is doing right well after all. No one knows what became of Edgar.

Assets: Tom Riley, the respect of the Delta Zetas, a telephone booth.

Liabilities: Hugh Normant, empty gin bottles, frayed tuexes.

We have decided to give a short history of every fraternity and sorority on the campus for the benefit of those eds and ettes who do not know and would like to learn what it is all about anyway. For no reason at all we choose Pi Kappa Alpha as the subject of the first sketch.

Pi Kappa Alpha was founded at the University in 1909 by a wandering bricklayer and a patent medicine hawker. The money was raised from the sale of medicine (54% alcohol) and the construction was done by the bricklayer and his son, Edgar. Following the completion of the home freshmen were offered induction in the form of free board but no pledges were found.

Finally the bricklayer married a housemother and the medicine man died from drinking his own concoction. Unpledged freshmen promptly got into the new fraternal house and since that time the group has been known as Pi Kappa Alpha fraternity.

The author, Canadian born, has had her verse, short stories, sketches and serials appear in English, Canadian and United States magazines, and her literary ability is quite well-known. "Indian Nights," one of the last efforts before her death, may well be added to her long list of literary endeavours. Her skillful handling of so interesting a topic as Indian folklore has achieved its end, namely to portray the quaint wisdom and meditative philosophy underlying the description of these legends.

A WOMAN WITH WHITE EYES

By Mary Borden

Remarkable for the peculiar style in which it is written rather than for the novelty of its plot, this is undoubtedly the best of the books of the young English novelist, Mary Borden.

The atmosphere of the English countryside and of London permeates the entire story, although the action takes place a great deal of the time in the East. Dealing solely with the story as it is remembered by an old and lonely woman the narrative wanders with her thoughts and there are many interruptions in the form of her strange and twisted philosophy of life. Dramatic situation are handled well and the book holds the reader's interest to the end.

O. D. K. men's honorary leadership fraternity, held its initiation on Monday evening at 5 o'clock. After the initiation exercises, a formal dinner was given in honor of the new initiates. During the course of the dinner, the organization

FIVE ARE INITIATED IN

SIGMA GAMMA EPSILON

Chi chapter of Sigma Gamma Epsilon, national honorary geology and mining fraternity, held its initiation exercises Monday evening at 5 o'clock in the Iris room of the Phoenix hotel. The initiates are: Meek, Thornberry, Robert Parker, David M. Young, Hermit Thompson, and Roy Troutman.

Students are elected to membership in the fraternity for high scholastic standing and outstanding work in the field of geology or mining. Paul Averitt, Lexington, senior in the college of Arts and Sciences, is president of the local chapter. Other members are: Prof. L. C. Rossiter, Dr. A. C. McFarlan, Prof. R. P. Meierman, Messrs. William Hall and Morris Farber.

After the initiation, a dinner was given in honor of the new members.

utes of struggle for one accustomed merely to pressing a button.

After all the enthusiastic chatter, we hesitated to ask our last question: "Were you sorry to come home, then?"

But Miss Blanding is a true Kentuckian after all.

"No indeed," she averred. "I had a wonderful trip, and I would not have missed it—but after all, the best part of going away is the joy it gives to come back!"

Y. W. C. A. to Hold
Annual Banquet

(Continued from Page Four)
Theta, Dr. Howard Morgan; Phi Kappa Tau, Dr. O. T. Koppius; Phi Sigma Kappa, Prof. E. A. Bureau; Pi Kappa Alpha, Prof. H. H. Downing; Sigma Beta Xi, Prof. Roy Moreland; Sigma Chi, Dr. Paul K. Walp; Sigma Nu, Dr. Amy Vandebosch, and Triangle, Prof. L. D. Dantler.

Other groups and their leaders were: Breckinridge Hall, John Cochran; 118 Warren court, W. B. Collins; 350 Harrison avenue, Glenn Smith; 336 Harrison avenue, Prof. E. S. Good; Bradley Hall, Matt Cheaney; Kinkead Hall, J. W. Sparks; Breckinridge Hall, north, Robert Stewart; Breckinridge Hall, central, Elliott Netherton, and 335 south Limestone, Ralph Johnston.

is, and can be, but very little difference in the rate of profit of one bookstore and rate of profit of another, with more than 80 percent of the money paid by students going directly to the publisher. I am acquainted with the prices of something over a dozen college bookstores, and between the extreme low prices and extreme high prices, I have not found a difference of 10 per cent.

"Obviously, then, the only way to really cut the cost of your book bill is to play ball with your bookstore in an effort to establish a used book business. Let us sell you a used book for \$2.00 and buy it back for \$1.25 instead of buying the new from us for \$3.00. You will have cut your cost from \$3.00 to 75 cents in so doing, and the store, if you are interested in their end of it, will have made a greater profit, and in addition will have less money tied up in their inventory."

(Continued from Page One)
one half of the list price, and to sell them to those students who desire copies of these books, and who do not wish to pay as much as the cost of a new book.

This new method is being used at the present time, Mr. Morris said yesterday. "It is not necessary," he said, "for students to bring their books to the bookstore before knowing whether or not we will buy them. If they will bring us a list of the books they want to sell, we will check it for them."

In the future there will be no telegram charges for a book that is ordered for a student. Students will receive a silver refund on checks written for less than one dollar. The refund is a change from the method formerly in vogue whereby the student bought additional merchandise making up the difference of the price of the article purchased, and the check.

The following statement was issued to the Kernel yesterday by Mr. Morris:

"Students in all colleges of my knowledge complain about the prices of books and supplies. There



The FAVORITE
tobacco of the
Dartmouth man
is . . .

If you want to know the Dartmouth man's favorite tobacco, watch him as he loads his pipe between classes in front of Dartmouth Row. Watch him as he strolls along Wheelock Street and pulls the familiar blue tin of Edgeworth out of his pocket.

A pipe and Edgeworth—this is the smoking combination that has won the college man. Harvard, Cornell, Michigan, Stanford, Illinois . . . all agree with Dartmouth. Natural merit has made Edgeworth the favorite smoking tobacco in America's leading colleges and universities.

College men everywhere respond to the appeal of pipes packed with cool, slow-burning Edgeworth. Be guided by their choice; try Edgeworth yourself. Taste its rich natural savor that is enhanced immeasurably by Edgeworth's distinctive "eleventh process." You will find Edgeworth at your nearest tobacco shop—15¢ the tin. Or, for generous free sample, address: Larus & Bro. Co., 105 S. 22d St., Richmond, Va.

EDGEWORTH
SMOKING TOBACCO

ALL MAKES OF
TYPEWRITERS

Special Rental Rates to Students

STANDARD TYPEWRITER COMPANY
Opp. Courthouse WEST SHORT ST. Phone Ash. 1792

PALAIS ROYALE DANCE CASINO

Open for Winter Season

Friday Night—College Night

ADMISSION 25¢ PARK PLAN

Dancing Every Wed., Thurs., Fri., Sat. Nights

JOHN (SHIPWRECK) KELLY, Mgr.

242 EAST MAIN PHONE ASHLAND 642

CASH

for Used Books at The Campus Book Store

THE FOLLOWING IS A PARTIAL LIST OF THE TITLES WE WANT

TEXTBOOK OF MODERN PHYSICS—Weld & Palmer
PHYSICS—Duff

CASES ON ADMINISTRATION OF CRIMINAL LAW—Keedy

CASES IN PROCEDURE CODE PLEADING—Sunderland

LAB. MANUAL FOR GENERAL CHEMISTRY—Hale

HANDBOOK FOR SPENCER

INTRODUCTION TO AMERICAN ECONOMIC HISTORY—W. W. Jennings

THE TRUST PROBLEMS, Fifth Edition—Jenks and Clark

OTHER GROUPS AND THEIR LEADERS

BRECKINRIDGE HALL, JOHN COCHRAN; 118 WARREN COURT, W. B. COLLINS; 350 HARRISON AVENUE, GLENN SMITH; 336 HARRISON AVENUE, PROF. E. S. GOOD; BRADLEY HALL, MATT CHEANEY; KINKEAD HALL, J. W. SPARKS; BRECKINRIDGE HALL, NORTH, ROBERT STEWART; BRECKINRIDGE HALL, CENTRAL, ELLIOTT NETHERTON, AND 335 SOUTH LIMESTONE, RALPH JOHNSTON.

APPLIED MECHANICS, Second Edition—Poorman

COLONIAL GOVERNMENT—Reinsch

PRINCIPLES OF MARKETING—Clark

HENRY ESMOND—Thackeray

TELEPHONE COMMUNICATION SYSTEMS—Kloeffler

PSYCHOLOGY FOR STUDENTS OF EDUCATION—Gates

TYPES OF BUSINESS ENTERPRISE—Cross

IDEAS AND FORMS—Watt-Munn

DESCRIPTIVE GEOMETRY—Schumann

MECHANICAL EQUIPMENT OF BUILDINGS VOL. I—Harding and Willard

ENGINEERING GEOLOGY—Rees and Watson

HIGHER SURVEYING—Breed and Hosmer

THE PEDAGOGY OF PHYSICAL TRAINING—Crampton

SCHOOL PROGRAM IN PHYSICAL EDUCATION—Hetherington

SEWERAGE—Folwell

WATER SUPPLY ENGINEERING—Folwell

HISTORY OF ENGLAND—Lunt

LA LECTURE EXPLIQUEE—Cru

Campus Book Store

JAMES MORRIS, Mgr.